

AMENDMENTS TO THE SPECIFICATION

IN THE SPECIFICATION

Please amend the paragraph starting at page 1, line 13 as follows:

—At present the television station places programs and CMs (commercials) on the fixed places of the television program to be telecast and the viewer just receives and watches the broadcast program in which programs and CMs are placed at the time of broadcasting. As the broadcasting pattern in which CMs are placed on the program, there ~~exist~~exists the pattern of placing programs and CMs alternately in time division and the pattern to broadcast CMs and programs simultaneously by placing CMs over the programs as Telop (television opaque), and the programs and CMs are placed on the same channel and are telecast.—

Please amend the paragraph starting at page 1, line 23 as follows:

—However, according to these broadcasting patterns, it has created a problem that the viewer's desire to view the CM broadcasting, such as the CM deletion request in exchange for the additional fee payment, the CM acceptance request on condition that the fee for paid broadcasting would be reduced, and the category selection request of CMs being telecast, would not be reflected at all.—

Please amend the paragraph starting at page 3, line 5 as follows:

—Furthermore, the broadcast receiving device that ~~makes~~allows the viewer ~~can to~~can set the condition of broadcast contents, ~~we provide the broadcast receiving device comprising~~comprises; the program receiving means for receiving program broadcasts, the CM receiving means for receiving CM broadcasts, the broadcast contents recording means for recording the broadcast

contents, the condition setting means for setting the display condition of the CM broadcast, and the control means for controlling the broadcast contents to be displayed.—

Please amend the paragraph starting at page 3, line 21 as follows:

—Furthermore, in the broadcast receiving method that ~~makes~~ allows the viewer ~~can to set~~ the condition of broadcast contents, ~~we provide the broadcast receiving method~~ provides steps for receiving the program broadcast, receiving the CM broadcast, recording the contents of the broadcast received, display setting the CM broadcast to be displayed, and for controlling the contents of broadcasting to be displayed.—

Please amend the paragraph starting at page 6, line 15 as follows:

—Firstly, the viewer who uses the broadcasting system 1 conducts the display condition setting of CM by using the condition setting means 25 of the broadcast receiving device 20 which the viewer owns ~~by himself~~. ~~As the~~ The display condition to may be set, such as to include whether CM will be displayed or not, the classification of CM to be displayed, the viewer's sex, age, occupation and hobby ~~can be listed~~.—

Please amend the paragraph starting at page 7, line 8 as follows:

—The program broadcasts and the CM broadcasts transmitted will be received by the broadcast receiving device 20 owned by the viewer ~~per channel~~. In this case, the program broadcasts are received by the Ch.A tuner 21, and the CM broadcasts are received by the Ch.B tuner. Then, the program broadcasts and CM broadcasts received are captured into the broadcast receiving device 20 as the program data and CM data respectively. The program data captured is

reached to the combiner 26, while the CM data is recorded on the broadcast contents recording means 23.—

Please amend the paragraph starting at page 9, line 8 as follows:

—Thus, when the display is actually conducted, the control means 24 transmits the customer requirements such as customer information and the display condition and the information on the number of CM displays to the commercial broadcasting company. The commercial broadcasting company, upon receiving the customer requirements (such as customer information, display condition and the information on the number of CM displays), sets the program viewing fee for each viewer based on the ~~information~~requirements.—

Please amend the paragraph starting at page 10, line 19 as follows:

—The broadcasting device 10 comprises the program transmission means 11 for transmitting program broadcasts and the CM broadcast means 12 for transmitting CM broadcasts. The broadcast receiving means 20 comprises a Ch.A tuner 21 which is the ~~program~~program receiving means and for receiving ~~program-program~~ broadcasts, a Ch.A-B tuner 22, which is the CM receiving means for receiving the CM broadcast, the broadcast contents recording means 23 for recording the program broadcast received by the Ch.A tuner 21 as the program data and the CM broadcast received by the Ch.B tuner 22 as the CM data, the transmission control means 24 for controlling the broadcast contents to be displayed and for transmitting the display results to the commercial broadcasting company, and the condition setting means 25 for entering the display condition of the CM broadcasts.—

Please amend the paragraph starting at page 11, line 20 as follows:

—On the other hand, the broadcasting device 10 transmits the program broadcast by the program ~~transmission~~ transmission means 11 and transmits the CM broadcast by the CM transmission means 12. At this point, the program broadcast and the CM broadcast are transmitted via separate channels respectively. In the case of Fig. 3, the program broadcast is transmitted via the Ch.A and the CM broadcast is transmitted via the Ch.B.—